

**The Language Factor in International Business.  
New Perspectives on Research, Training and  
Practice.**Priscilla Heynderickx, Sylvain Deiltjens, Geert  
Jacobs, Paul Gillaerts & Elizabeth de Groot (eds)Peter Lang. Bern 2012. 352 p.  
Linguistic Insights - Volume 151

ISBN: 978-3-0343-1090-1

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This volume in the Peter Lang series *Linguistic Insights* aims at providing an exploration of the field of business communication and specifically what has been accomplished to date and where it is heading. Business communication today is a field of scientific inquiry in its own right, and interaction between organizations and their stakeholders is now studied from a wide range of perspectives and on the basis of many different methods. New research is presented and it is discussed in a number of the chapters how business communication scholarship may be relevant to education and practice. The language factor in international business is more than linguistic competence in a globalized world, rather a mix of communicative skills that are incorporated in both academic and practice-oriented programmes.

The book is divided into five sections, each dealing with a specific aspect, the first



being an overview of state of the art. One chapter explores the link between research and practice and advocates for a research approach where both the design of the research and the results are communicated through non-academic journal outlets. The real life approach is developed in the second section that focuses on intercultural communication and the communication skills as parameters for improved employability. The issue of global English is approached showing that this in actual fact is not in itself a solution to intercultural communication, unless students understand the diversity of global English and the diversity of its use, not only for presentations but also for day-to-day tasks, in short as the language of communication at all levels of a multinational business. This becomes particularly important in decision-making meetings with a multicultural team communicating in the lingua franca.

Persuasive communication and CSR communication are dealt with in two sections to show how important linguistic choices are for sending a message of a particular kind in a particular setting. Finally the last section deals with the grammar of business communication, including the use of numbers.

The overall message of the articles is that a lot of research is going on for business communication and in spite of the challenges of reconciling the subject with real life as stated by one of the authors the results are rarely published in non-research oriented publications., Data are gathered in the business environment and are based on observations in companies which should contribute to easier implementation in both teaching and business. However, the Insight series does not have its target audience among managers and it is therefore unlikely that they will read these articles, although the results could be highly interesting for the daily running of an international business. So there is still ground to cover before true interaction will take place. In the meantime, some of the results will most probably be implemented in the teaching of new generations of business people who will then hopefully take this with them. But it seems a pity that these articles do not find a larger audience.

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